

Iowa Automotive Heritage Foundation Presents The 2023 Des Moines Concours d'Elegance



SPONSORSHIP OPPORTUNITIES

2023 Schedule of Events

Friday, September 8, 5:30-8:30 pm:
Des Moines Concours Gala at the
Stine Barn

Saturday, September 9, 7 to 11 am:
Heartland Driving Tour

Saturday, September 9, evening:
Exhibitor Reception and Banquet

Sunday, September 10, 10 am-4 pm:
Des Moines Concours d'Elegance



VISIT OUR WEBSITE
FOR MORE DETAILS
ABOUT THE EVENT
desmoinesconcours.com



Proceeds from Sponsorships
benefit the Children's Cancer
Connection. Your generosity
is greatly appreciated.

2023 Des Moines Concours Sponsorship Opportunities

FRIDAY & SATURDAY EVENT SPONSORSHIPS

GALA SPONSOR \$10,000

Friday night Gala held at the Stine Barn.

Print ad, speaking opportunity, media coverage, and more.

DRIVING TOUR SPONSOR \$5,000

Saturday morning tour around central Iowa.

Print ad, speaking opportunity, media coverage, and more.

EXHIBITOR EVENT SPONSOR \$10,000

Saturday evening Exhibitor Reception & Banquet.

Print ad, presenting rights for the event, media coverage, and more.

DAY OF SHOW (SUNDAY) SPONSORSHIPS

PRESENTING SPONSOR - \$15,000

Print ad, exclusive branding, media coverage, and more.

CLASS - \$2,500

Print ad, booth space.
13 available.

SHOW - \$500-\$2,500

Print ad, and more.
Unlimited available.

STAR CAR - \$2,500

Print ad, signage.
4 available.

All Sponsorships Include:

- Logo/recognition on promotional materials including website, social media, program, banners, and more
- An ad in the printed Day-of-Event Program
- Tickets to the Saturday evening Exhibitor Reception and Banquet
- Free admission to the Pappajohn Building on Sunday for coffee, donuts and restrooms

Program Ads Only

PRINTED DAY-OF-EVENT PROGRAM:

A full-color print ad placed in the multi-page letter-sized program showcasing the classes, exhibitors, showfield map and event schedule. The program will feature stories about the Star Cars, past Concours events, interviews and memories shared by attendees and exhibitors.

The program will be available for free to attendees at the event as a commemorative publication. It will also be downloadable for free from the website.

\$250 to \$1,000

See Ad Rate Sheet for details.



Sponsor info: desmoinesconcours.com/become-a-sponsor

Questions? Email us at info@desmoinesconcours.com

Mail to: PO Box 13322, Des Moines, IA 50310



THE DES MOINES CONCOURS d'ELEGANCE™

A Celebration of the Art & Design of the Automobile

September 8-10, 2023

2023 Sponsorship Details

2023 Des Moines Concours d'Elegance Schedule of Events

- Friday, September 8, 5:30 to 8:30 pm: Des Moines Concours Gala at the Stine Barn
- Saturday, September 9, 7 to 11 am: Heartland Driving Tour
- Saturday, September 9, evening: Exhibitor Reception and Banquet
- Sunday, September 10, 10 am to 4 pm: Des Moines Concours d'Elegance
- Sunday, September 10, 4 pm: Roar at Four

Sponsorship Opportunities

All sponsorship levels include:

- Logo/recognition on promotional materials including website, social media, program, banners, and more. High resolution logos due by August 1st.
- Full color ad in printed Event Program. Ad files due by September 1st – design services available upon request. (See Print Ad sheet for ad specifications.)
- Tickets to the Saturday evening Exhibitor Reception and Banquet
- Free admission to the Pappajohn Building on Sunday for coffee, donuts and restrooms
- Opportunity to share branded items with Exhibitors. Quantity: 175. Items need to be delivered to the committee by September 5th. They will be handed out when the Exhibitors check into the Wellmark Garage on Saturday, September 9th.

EVENT SPONSORSHIPS:

Gala Sponsor - \$10,000 (1)

- Exclusive sponsorship for the Friday night Gala held at the Stine Barn
- Prominent full-page print ad in the event program
- Speaking opportunity at the Gala
- Recognition in the media coverage of the event (when possible)
- Six tickets to the Saturday evening Exhibitor events



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Driving Tour Sponsor - \$5,000 (1)

- Exclusive presenting rights for the Heartland Driving Tour on Saturday
- Speaking opportunity at the start of the tour
- Logo featured at the Saturday evening Exhibitor events
- Full-page print ad in the event program
- Four tickets to the Saturday evening Exhibitor events

Exhibitor Event & Banquet Sponsor - \$10,000 (1)

- Exclusive presenting rights for the Des Moines Concours
- Full-page print ad in the event program
- Speaking opportunity at the Saturday night Exhibitor Reception & Banquet
- Recognition in the media coverage of the event (when possible)
- Six tickets to the Saturday evening Exhibitor events

DAY OF SHOW (SUNDAY) SPONSORSHIPS:

Presenting Sponsor - \$15,000 (1)

- Exclusive presenting rights for the Des Moines Concours
- Logo/recognition on promotional materials including website, social media, program, banners, presentations and during day-of-show audio coverage
- Speaking opportunity at Saturday Exhibitor Reception & Banquet and Sunday awards ceremony
- Recognition in media coverage of the event (when possible)
- Prominent full-page ad in the event program
- Six tickets to the Saturday evening Exhibitor events

Class Sponsor - \$2,500 (13)

- Opportunity to have a booth set up to the side of the sponsored class
- Half-page print ad in event program
- Four tickets to the Saturday evening Exhibitor events

Show Sponsor - \$500 to \$2,500 (unlimited)

- Print ad in event program
 - \$2,500 sponsor – full page ad
 - \$1,000 to \$2,499 sponsor – ½ page ad
 - \$500 to \$999 sponsor – ¼ page ad
- Two tickets to Saturday evening Exhibitor events

Star Car Sponsor - \$2,500 (4)

- Logo included on signage dedicated to a Star Car



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- Half-page print ad in event program
- Four tickets to Saturday evening Exhibitor events

DAY-OF-EVENT PROGRAM:

Des Moines Concours d'Elegance Program – A full-color print ad placed in the multi-page letter-sized program showcasing the classes, exhibitors, showfield map and event schedule. The program will feature stories about the Star Cars, past Concours events, interviews and memories shared by attendees and exhibitors. The printed program will be available for free to attendees at the event as a commemorative publication. It will also be downloadable for free from the website.

Print Ads Only

All of the above sponsorships include an ad in the event program. Ad only purchases are available. See the 2023 Print Ad sheet for specifications. Ad art files due August 1st.

Event Program

Estimated print run of 5,000.

- Full-page: \$1,000
- Half-page: \$500
- Quarter-page: \$250